

A Systematic Review of Social Media Marketing in Luxury: Revealing Themes in Attributes, Segmentation, Content, and Influencers

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ABSTRACT

Research on social media marketing for luxury brands is crucial, as it enables market expansion into new geographic markets, emphasizes digital platforms, redefines luxury, and shifts the research focus from Western perspectives to others. This study reviews articles published from 2010 to 2024 in Scopus, Web of Science, and EBSCO, applying defined inclusion and exclusion criteria, and analyzes 58 articles ($n = 58$). The research identifies four main themes: social media marketing drivers, consumer segmentation, content strategy, and influencer marketing. Social media marketing drivers encompass attributes such as entertainment, interactivity, trendiness, customization, and word of mouth, as well as perceptions of luxury brand values, particularly psychological distance. Consumer segmentation focuses on the psychological motivation behind consumer engagement with luxury brands on social media. Content strategy investigates the types of messages (text or visual) and their sources (firm- or user-generated). Influencer marketing examines influencer characteristics grounded in source credibility theory, as well as types such as robot, local, or disability influencers. These themes are explored through Western, Asian, general, and diverse perspectives, with research tailored to each. A proposed holistic

conceptual research model is presented, offering insights for future studies informed by prior research on social media marketing for luxury brands.

Keywords: Social media marketing, Marketing strategy, Luxury brands, Systematic literature review, Luxury brand management

INTRODUCTION

Luxury brands are characterized by their exclusivity, which limits accessibility to a select group of consumers (Wang et al., 2024). The challenge emerges when luxury brands engage in social media marketing, a tool designed for mass communication to reach a broad audience (Brambilla et al., 2023), posing questions about whether luxury brands can maintain their elite positioning while using platforms that prioritize widespread visibility. To understand the current phenomenon surrounding this issue, this study systematically reviews previous studies. It offers insights into future research through research themes, a holistic conceptual research model, and research focuses from various perspectives.

The interpretation of luxury brands differs between Western and Asian perspectives, with Asians placing greater emphasis on social visibility and status (Chen & Wang, 2017; Wu et al., 2015). While Chinese consumers do not associate luxury brands' social media exposure with a loss of exclusivity (Liu et al., 2019), Western consumers believe that high engagement on brand social media dilutes the value. This highlights opposing perspectives between Western and Asian consumers, suggesting the need for varied approaches to investigating this issue.

The characteristics of social media enable many-to-many communication, making the message highly accessible and scalable (Jensen, 2015). Many brands choose social media platforms for marketing communication due to their cost-effectiveness per exposure (Shawky et al., 2019), which enables marketers to overcome the limitations of traditional channels, such as limited reach, high costs, and a lack of interactivity (Dwivedi et al., 2015; Shawky et al., 2019).

Social media marketing is defined as a strategy that facilitates communication between social media users, consumers, and brands on these platforms to build brand communities by sharing information on products, promotions, and user experiences (Dwivedi et al., 2015; Ibrahim, 2023). Social media platforms exist in different forms, such as microblogs (e.g., X, Weibo), social networking (e.g., Facebook, Instagram, LinkedIn), video-hosting platforms (e.g., YouTube, TikTok, Snapchat), messaging platforms (e.g., Line, WhatsApp, WeChat), and virtual worlds (e.g., Second Life, Zepeto, Roblox) (Alves et al., 2016). They have raised marketers' expectations for

promoting products and services to reach a broader audience. E-commerce, retail, technology, food and beverage, entertainment, tourism, and beauty have integrated them into their strategies (Shawky et al., 2019).

Given the contradictory characteristics of luxury brands and social media, particularly regarding brand accessibility and many-to-many communication, luxury brands were initially reluctant to use social media marketing, which put them at a disadvantage compared to other industries (Bazi et al., 2020; Kumar et al., 2022). Thus, social media marketing and its research application remain limited, highlighting the need for a clear direction. The review by Creevey et al. (2022) identified five research themes—brand strategy, social media communication, consumer attitudes and perceptions, engagement, and influencers on brand-related outcomes—highlighting the relationship between brands and consumers, based on articles from 2010 to 2021. The study guided future research for luxury brands, emphasizing areas such as luxury brand strategy, luxury service brands, user-generated content, technological development, young consumers, storytelling, moments of luxury, and their impact on business performance.

This study builds on the review by Creevey et al. (2022) in various ways. First, it updates the existing research to include publications from 2010 to 2024, with a majority produced between 2022 and 2024. Second, it refines the search terms to focus on social media marketing strategies and luxury brands. Finally, this study presents research themes, a holistic conceptual framework, and research foci based on different contextual perspectives, primarily highlighting Western and Asian viewpoints.

METHODOLOGY

This study employed the review protocol, following the PRISMA checklist, which is commonly used as a guideline for systematic literature reviews (Page et al., 2021). Three selected databases, including Scopus, Web of Science, and EBSCO, were used to focus on articles published between 2010 and 2024. The focus is on social media marketing of luxury brands, excluding counterfeit or second-hand contexts to avoid any non-brand activities. The study examines social media marketing strategies by considering both global and local perspective.

The search duration spanned from July 11th to August 31st, 2024. The initial round of searches was conducted across *all fields* from all three databases, yielding a total of 9,337 articles. To filter out articles that did not explicitly state or describe social media marketing or its strategy for luxury brands, the filter was applied to the *title, abstract, and keywords* to maintain topic relevance. This resulted in a total of 341 articles that specifically addressed social media marketing and luxury brands. The search terms were

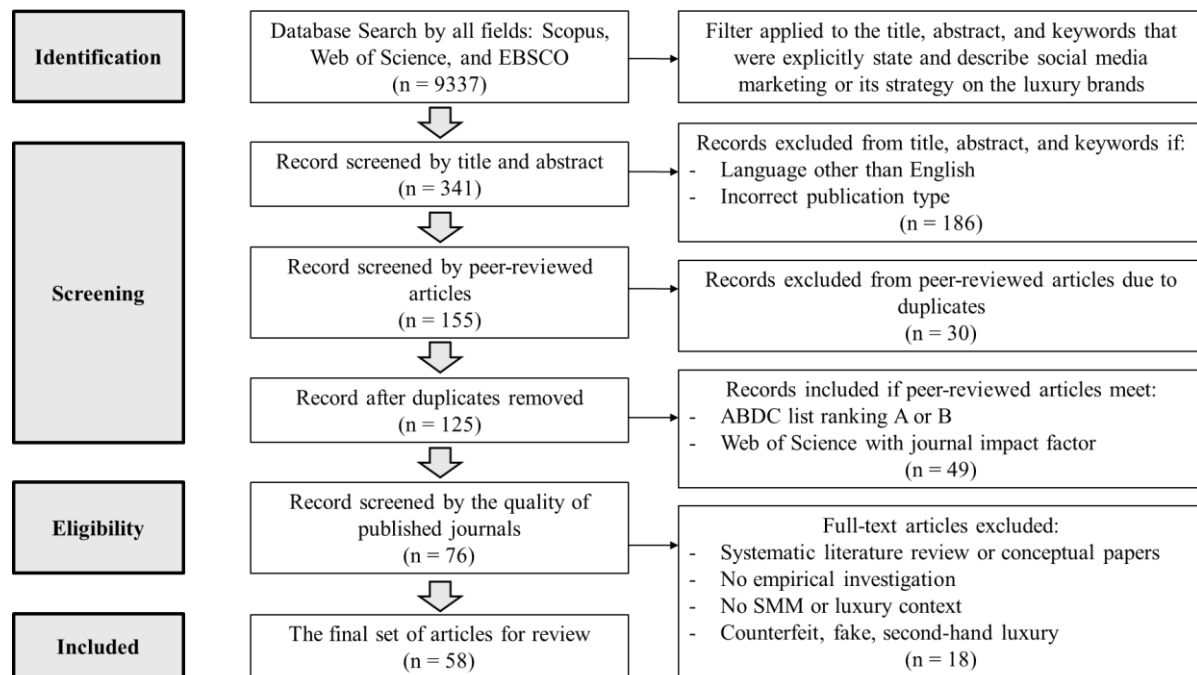
chosen based on common terminology frequently associated with social media marketing (Bartoloni & Ancillai, 2024). Other terms, such as user-generated content, social media influencer, and social media brand engagement, were also included to capture common social media strategies (Dhaoui, 2014). The search terms are kept general, as no specific product categories are targeted. The strings used are presented as follows:

("luxury" OR "luxury brand*" OR "luxury product*") AND ("social media marketing" OR "social network marketing" OR "social media strategy" OR "social network strategy" OR "social media use" OR "social network us*" OR "social media marketing activit*" OR "user-generated-content" OR "social media influencer" OR "social media brand engagement").

The studies must be empirical research, either using quantitative, qualitative, or mixed methods. Full-text, peer-reviewed articles must be available in English; short papers, book reviews, or editorial notes are not considered. Articles that do not meet these inclusion criteria will be excluded, with 155 articles remaining. The duplicates were excluded, and 125 articles are available for study selection.

Articles must be published in reputable journals and evaluated based on the journal ranking listed in the Australian Business Deans Council (ABDC) and journal impact factors (JIF) from the Web of Science (Bartoloni & Ancillai, 2024; Bryła et al., 2022). Articles must be listed in both ranking systems. For the ABDC, only articles in the A or B ranking were selected. Subsequently, articles listed in any collection of the Web of Science with JIF were selected for review. The selected journals had JIFs ranging from 1.6 to 20.1 in 2023. After quality screening, a total of 76 were found to be eligible for review.

Data were extracted from the spreadsheet, including authors, year of publication, study aim(s), study context, underpinning theory, construct(s), study design, data collection, data analysis, sample size, participants, and results. Articles were excluded if they lacked empirical evidence, such as those in the form of systematic literature reviews or conceptual papers, or if they did not involve social media marketing or a luxury context, or if they involved non-luxury brand activities, including counterfeit or second-hand luxury products. The final set of data for analysis comprised 58 articles. A summary of the article selection process and details of the criteria to exclude articles are illustrated in Figure 1.

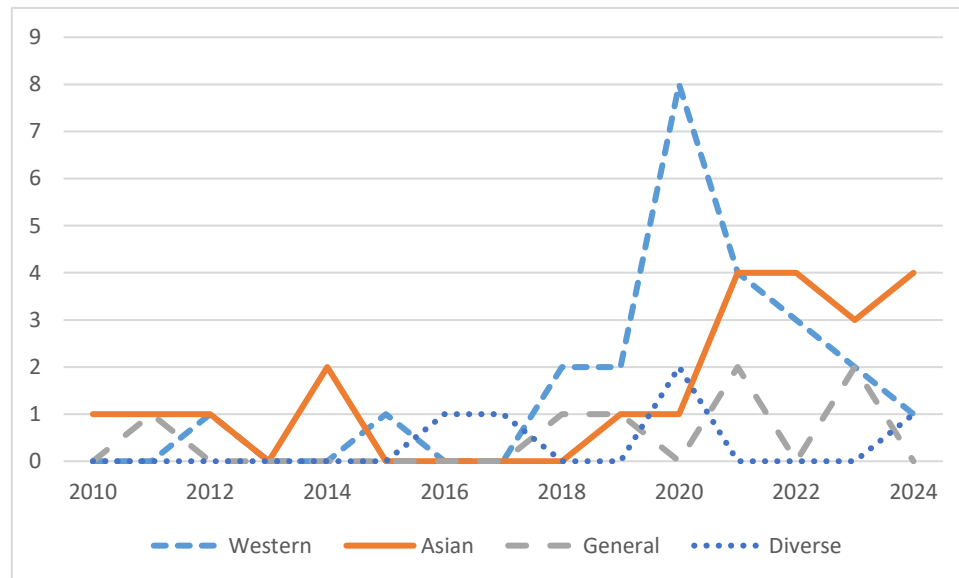
Figure 1 Flow Chart for Article Selection.

RESULTS AND ANALYSIS

Study Sample

The investigation received little attention until 2018, then experienced a sharp rise. The articles under review were grouped into Western (24 articles), Asian (22 articles), general (7 articles), and diverse (5 articles) perspectives. The *Western perspective* was investigated in Europe (e.g., Germany, France, the UK, and Italy), North America (e.g., the USA and Mexico), and Australia. The studies in the *Asian perspective* were conducted predominantly in China, India, Korea, and Pakistan. Studies that collected data from survey panels or social media posts and were unable to provide country-specific results were classified under the *general perspective*. Another set of studies that collected data from Asian and Western countries within a single study was categorized as the *diverse perspective*.

Figure 2 *Publication Distribution Across Western, Asian, General, and Diverse Perspectives.*



The Western perspective received considerable attention in 2020 but declined sharply in 2021 and beyond. The study of social media marketing for luxury brands has long been of interest to Asian researchers, with a notable increase in the number of studies since 2021. Figure 2 illustrates the distribution of articles published from 2010 to 2024 among the Western, Asian, general, and diverse perspectives.

The topic is regularly published in the *Journal of Business Research*, which accounted for 16.67% from a Western perspective and 9.09% from an Asian perspective. The *Journal of Fashion Marketing and Management* (12.50%) and the *Journal of Product and Brand Management* (12.50%) are two additional journals featuring content from a Western perspective. Research from the Asian perspective is frequently published in the *Journal of Global Fashion Marketing* (17.39%) and the *Asia Pacific Journal of Marketing and Logistics* (8.70%). Table 1 demonstrates the distribution of publications in all journals.

Table 1 *Distribution of Journals by Perspective with Two or More Published Articles.*

Journal	Western	Asian	General	Diverse	Total
Journal of Business Research	4	3	1	1	9
Journal of Global Fashion Marketing	1	4	2	-	7
Journal of Fashion Marketing and Management	3	1	-	-	4
Asia Pacific Journal of Marketing and Logistics	-	2	-	1	3
Journal of Product and Brand Management	3	-	-	-	3
Journal of Research in Interactive Marketing	1	1	1	-	3
Marketing Intelligence and Planning	1	1	1	-	3
Journal of Consumer Marketing	1	1	-	-	2
Journal of Retailing and Consumer Services	1	1	-	-	2

Data Collection and Analysis

Most studies focused on quantitative research design (63.79%), with 31.03% using Western and 27.59% using Asian perspectives. Most of the quantitative research is conducted through surveys (50.00%) and experimental designs (12.07%). The qualitative research design (27.59%) was investigated from Western (8.62%) and Asian (6.90%) perspectives, comprising netnography (20.69%), interviews (3.45%), and focus groups (1.72%). Few studies used mixed methods (6.70%) or a case study (1.72%). Table 2 illustrates the distribution of commonly used research methods by different contextual perspectives (Western, Asian, general, and diverse). While surveys offer advantages in terms of generalizability, they can be limited by smaller sample sizes, which can be particularly sensitive in model fit analysis when using methods like AMOS (Hair et al., 2010). Netnography can accommodate larger sample sizes (e.g., Liu et al., 2021; Mazzoli et al., 2019; Ng, 2014; Zhou, Barnes, et al., 2021) and is valuable in content strategy research, providing insights into effective content for engaging users in luxury brand social media (Aydin, 2020; Koivisto & Mattila, 2020; Ng, 2014).

Table 2 *Distribution of Research Methods Employed by Different Contextual Perspectives*

Research Method	Western	Asian	General	Diverse	Total
Quantitative	17	15	3	2	37
Experimental design	5	2	-	-	7
Secondary data	-	-	1	-	1
Survey	12	13	2	2	29
Qualitative	6	4	3	3	16
Ethnographic	1	-	-	-	1
Focus group	-	1	-	-	1
Interview	1	-	-	1	2
Netnography	4	3	3	2	12
Mixed methods	1	2	1	-	4
Survey and fuzzy-set Qualitative Comparative Analysis (fsQCA)	-	1		-	1
Interview and Netnography	1	1	1	-	3
Case study	-	1	-	-	1

When distributing surveys, social media platforms (48.28%) (i.e., Facebook, Instagram, Weibo, WeChat, and Twitter), professional survey panels (31.03%) (i.e., Amazon Mechanical Turk (MTurk) and Prolific), and in-person were frequently used. The analysis used in most quantitative studies includes 51.72% structural equation modeling (SEM) (e.g., SmartPLS, AMOS, LISREL, and Macro PROCESS), 13.79% regression analysis, and 8.62% other statistical analyses (ANOVA, factor analysis). Most qualitative studies used thematic/content analysis (18.97%) and other qualitative analyses, such as fsQCA and hermeneutic circle, which accounted for 6.89% of the data analysis. Table 3 presents the distribution of data analysis methods used in existing research.

Table 3 *Distribution of Data Analysis Methods Used.*

Data Analysis	Percentage
Structural equation modeling	51.72%
Regression	13.79%
Other statistical analyses	8.62%
Thematic/content analysis	18.97%
Other qualitative analyses	6.90%

Underpinning Theories

For the majority of the studies, the overarching theory underpinning the investigations was not stated (51.72%). A few studies explain their research models using the uses and gratification theory (UGT) (Athwal et al., 2019; Dobre et al., 2021; Zha et al., 2023; Zollo et al., 2020), stimulus-organism-response (SOR) framework (Baudier et al., 2023; Shah & Ali, 2024), source credibility theory (Wiedmann & von Mettenheim, 2020), and self-congruity theory (Pangarkar et al., 2023). Other less-cited theories include the self-congruity theory, the construal-level theory of psychological distance, the social resource theory, the social identity theory, and the extended hierarchy of effects (HOE).

The UGT explains the psychological motives for using specific media to fulfill their needs (Katz et al., 1973). The increased use of digital media illuminates UGT, which underpins research on social media marketing (Choi et al., 2016; Kamboj, 2020). This theory helps explain how social media marketing efforts can satisfy consumers' cognitive (e.g., ease of obtaining and sharing information) and affective (e.g., appealing pleasure and entertainment) needs. The SOR framework is a comprehensive theoretical framework employed to elucidate and forecast consumer responses (Mehrabian & Russell, 1974). This framework has proven insightful in investigations within the luxury marketing context (e.g., Aggarwal et al., 2024; Cao et al., 2024). The interplay of stimulus, internal organismic states, and subsequent behavioral responses (Mehrabian & Russell, 1974; Pradhan et al., 2020) sheds light on the interrelationship between social media marketing and consumer behavioral responses (Shah & Ali, 2024).

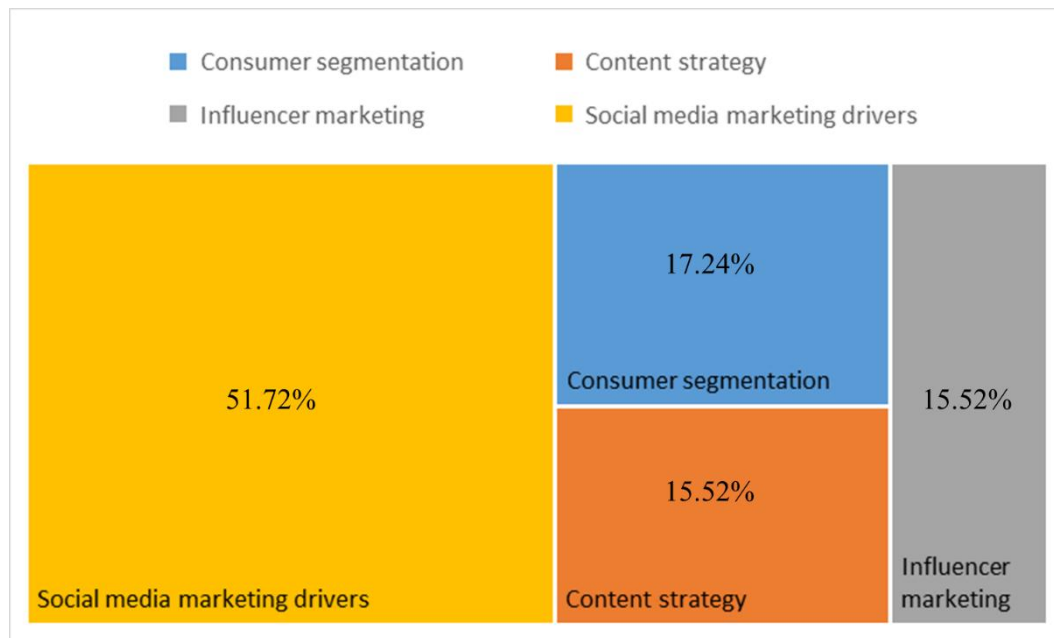
Source credibility theory explains how audiences trust information from reputable sources (Hovland & Weiss, 1951) and focuses on the characteristics of these sources (Xiao et al., 2018). The model involves key characteristics of sources, including expertise, trustworthiness, and attractiveness (Chekima et al., 2020; Wang & Scheinbaum, 2018). The foundation of source credibility has become important in celebrity endorsement and social media influencer marketing (Lou & Yuan, 2019). These theories were assigned differently according to different streams of research.

Research Themes

The extracted data were categorized into four main themes using thematic analysis. These themes facilitate an understanding of how social media marketing has been investigated in the context of luxury brands. The explanations of each theme, including i) social media marketing drivers; ii) consumer segmentation; iii) content strategy; and iv) influencer marketing, are provided in the following. The distribution of research

themes is illustrated in Figure 3, and Figure 4 provides a comprehensive list of antecedents, mediators, moderators, and outcomes associated with each theme.

Figure 3 *Distribution of Research Themes of Luxury Brand Social Media Marketing.*



Social Media Marketing Drivers

Social media marketing drivers examined the factors that affect consumer responses toward luxury brands when engaging with social media marketing. This study identifies three sets of indicators that influence consumer responses in cognitive, affective, and conative manners: i) ***social media marketing attributes (SMMAs)***, ii) ***luxury brand values***, and iii) ***mixed attributes*** of social media marketing and luxury brands.

Social media marketing attributes (SMMAs)

SMMAs have received the most attention. Kim and Ko (2010, 2012) identified SMMAs in five dimensions: entertainment, interactivity, trendiness, customization, and word of mouth (WoM), and have been adopted by several studies (Ahmed et al., 2023; Beig & Khan, 2022; Fetais et al., 2023; Godey et al., 2016; Kumar et al., 2022; Shah & Ali, 2024; Zollo et al., 2020). Some studies have excluded WoM from their frameworks, retaining only four dimensions (Cheung et al., 2021; Liu et al., 2021). It has been noted that WoM, unlike other dimensions of SMMAs, is perceived as a user response that occurs after encountering planned brand social media activities, leading to its exclusion

from the measurement scale (Liu et al., 2021). Peng et al. (2024) replaced WoM with perceived risk while treating WoM in the research model as a moderator.

Other SMMAAs were investigated separately as opposed to using the five dimensions, including shopping-related searches, peer recommendation, information and emotional support (Mazzucchelli et al., 2018), social media communication, perceived interactivity, perceived openness, social media brand engagement (Zha et al., 2023), and social media brand visibility (Reyneke et al., 2011). Some of these antecedents overlap with the five dimensions of SMMAAs identified by Kim and Ko (2010, 2012), including peer recommendations, emotional support, and perceived interactivity. The results show that social media marketing affects consumer responses to luxury brands through the dimensions of entertainment, interactivity, and trendiness (Beig & Khan, 2022; Cheung et al., 2021; Fetais et al., 2023; Liu et al., 2021)

The studies under this theme examine various mediators grouped into four main aspects: brand perspectives and values (e.g., brand equity, image, and experience) (Ahmed et al., 2023; Godey et al., 2016), emotional and psychological engagement (e.g., brand romance, lovemark, consumer empowerment, parasocial interactions) (Beig & Khan, 2022; Fetais et al., 2023; Zha et al., 2023), cognitive influence (e.g., knowledge, social media benefits) (Zhang et al., 2021; Zollo et al., 2020), and behavioral responses (e.g., consumer-brand relationship activities, consumer brand engagement) (Cheung et al., 2021; Kumar et al., 2022). Kumar et al. (2022) identify marketer-generated content as a moderator of the relationship between SMMAAs and consumer responses, while Peng et al. (2024) find that WoM moderates the relationship between SMMAAs and brand equity.

SMMAAs have been explored through diverse theories, with uses and gratifications theory and SOR being the most common. Zha et al. (2023) and Zollo et al. (2020) applied uses and gratifications theory, highlighting the social (parasocial interaction) and personal integrative (empowerment) benefits of SMMAAs in enhancing consumer responses to brands, such as brand loyalty, brand equity, and willingness to pay a premium. Shah and Ali (2024) employed the SOR framework and found that SMMAAs influence pleasure and arousal, thereby enhancing brand affective engagement and activation. The findings from these studies emphasize the value of SMMAAs in shaping consumer perceptions, attitudes, and brand outcomes among digital luxury brands.

Luxury brand value

The second group of indicators examines the luxury brand value that consumers consider when engaging in social media platforms. These studies examined luxury brand value through the lens of luxury characteristics, including materialism, rituals, and traditions (Cruz-Ros et al., 2024), conspicuousness (Duong & Sung, 2021), and 8P's of luxury brand marketing (Dhaoui, 2014). The findings demonstrate that such characteristics positively enhance brand affection (Cruz-Ros et al., 2024; Joo & Kim, 2020) and online brand engagement (Dhaoui, 2014; Duong & Sung, 2021). Conversely, other factors—uniqueness, quality, hedonism, and extended self—showed no significant relationship with social media engagement, suggesting a limited role in digital consumer interactions.

The mediators investigated include brand love, self-brand integration (Cruz-Ros et al., 2024), envy, admiration (Joo & Kim, 2020), and psychological distance (Park et al., 2020; Zhang & Wang, 2024). Moderators, including post formats (Duong & Sung, 2021) and review types (Zhang & Wang, 2024), were explored. For instance, visual content moderates the relationship between conspicuousness and social media engagement (Duong & Sung, 2021), while self-deprecating online reviews amplify perceived value by mitigating aspirational dissonance (Zhang & Wang, 2024).

Increased accessibility to luxury on social media is criticized for reducing psychological distance (Park et al., 2020; Zhang & Wang, 2024), a concept grounded in construal level theory (Trope & Liberman, 2010). For instance, Park et al. (2020) found that higher consumer engagement on brand social media platforms decreases psychological distance, leading to more abstract perceptions of luxury and eroding perceived value. This aligns with Zhang and Wang's (2024) investigation, which suggests that overly accessible social media strategies may commodify luxury brands, contradicting their aspirational essence.

Mixed attributes

A few studies integrated both social media attributes and luxury brand value into their research models to predict consumer responses toward luxury brands. The key antecedents, such as SMMA's, brand page value, and the perceived value of social media marketing, are examined along with variables such as the perceived value of luxury brands, brand equity, status consumption, brand self-connection, and self-expressive brand (Dobre et al., 2021; Husain et al., 2022; Jin, 2012; Nyadzayo et al., 2020; Song & Kim, 2022). While some studies have integrated SMMA's and luxury brand values as the antecedents (Husain et al., 2022; Jin, 2012; Nyadzayo et al., 2020), Dobre et al. (2021) found that SMMA's significantly influence both social values (conspicuousness

and uniqueness) and personal values (hedonic and perceived quality) of luxury brands as mediators, ultimately affecting consumer intention to engage with luxury brand social media. Other mediators identified include brand attitude (Jin, 2012), brand love, and brand page satisfaction (Song & Kim, 2022). These results suggest that consumers must perceive both SMM attributes and luxury brand values positively to elicit favorable consumer responses.

Consumer Segmentation

Consumer segmentation focuses on consumer characteristics and psychological states to evaluate the different levels of cognitive and behavioral consumer responses, investigated in various contexts, including luxury fashion brands, wine, healthy food, and anti-luxury consumers. The segmentation criteria particularly emphasized psychological aspects such as understanding the underlying needs and motivations of customers who engage with luxury brands (Athwal et al., 2019; Atwal et al., 2019; Huang & Zhou, 2025; Le et al., 2024; Pangarkar et al., 2023; Quach & Thaichon, 2017; Soylemez, 2021; Wiedenroth & Otter, 2021).

Motivations such as experiential and symbolic were found to positively affect consumer responses to brands, including purchase intention, brand equity, and WoM (Atwal et al., 2019; Huang & Zhou, 2025; Pangarkar et al., 2023). For instance, it was found that consumer engagement with luxury brands' social media driven by affectional, cognitive, and pragmatic motives enhanced purchase intention and customer relationships with luxury brands (Huang & Zhou, 2025). Oliveira and Fernandes (2022) noted that consumers' feelings toward luxury brands—shaped by their personality, beliefs, and social status—boost engagement and improve brand image. The mediators in this theme include brand engagement (Oliveira & Fernandes, 2022; Pangarkar et al., 2023) and media channels (lean vs. rich media) (Wiedenroth & Otter, 2021, 2022). Intrinsic perceptions of luxury food products are influenced by rich media platforms such as Instagram and Pinterest. In contrast, lean media channels (e.g., advertisements) have no significant effect on extrinsic perceptions, particularly regarding product price and quality (Wiedenroth & Otter, 2022).

Many studies utilized psychological theories, such as the uses and gratifications theory, self-congruity theory, and social resource theory, as their foundation (Athwal et al., 2019; Quach & Thaichon, 2017). The uses and gratifications theory explains the role of social media marketing for luxury brand communication (Athwal et al., 2019). Consumers engage with social media marketing to fulfill affective needs (e.g., aesthetic appreciation and entertainment) and cognitive needs (e.g., acquiring and sharing information) (Athwal et al., 2019). Findings from Pangarkar et al. (2023) extend self-

congruity theory by demonstrating that consumer engagement with luxury brands digitally satisfies their need for status and strengthens their identities within online communities. These theories highlight how consumers' affective, cognitive, and symbolic needs drive their online engagement in luxury brands.

Content Strategy

Content strategy research features two streams of studies: message types and message sources. Most studies concentrate on message format (e.g., text, photos, or video) (Huang et al., 2018; Koivisto & Mattila, 2020; Mazzoli et al., 2019) and narrative strategies (e.g., content appeals) (Aydin, 2020; Ng, 2014; Wang et al., 2020; Zhou, Barnes, et al., 2021). For instance, using photos is more effective than text-based posts (Mazzoli et al., 2019). Studies suggest that various content approaches, such as hard-selling, entertaining, celebratory, or vivid, can lead to higher interactivity on social media (Aydin, 2020; Wang et al., 2020). Zhou, Barnes, et al. (2021) investigated bloggers' posts on Weibo and WeChat and identified six narrative strategies: advising, enthusing, educating, appraising, amusing, and assembling. Drawing on narrative transportation theory and the transportation-imagery model, researchers argue that consumers mentally engage with social media messages by interpreting and interacting with different message types. This leads to affective, attitudinal, and behavioral responses, as found in the study by Huang et al. (2018).

Message sources compare the firm-generated content with user-generated content. User-generated content has been confirmed to be more effective at generating social media brand engagement and brand equity (Sinh My et al., 2024). Since user-generated content can increase purchase intention for counterfeit products, emphasis is placed on constructs such as brand trust and brand equity to influence purchase intention for original products (Morra et al., 2018). Alternatively, visual user-generated content can be created through events and exhibitions, offering consumers direct opportunities to share their experiences and images creatively within the brand's social media community, aligning with the concept of value co-creation (Koivisto & Mattila, 2020). Consumers can post visual content in the form of replication (brand-driven), rearrangement (reimagined brand presentation), expansion (implicit brand presentation with provided resources), or recreation (added elements with brand invisibility), which can be directly associated with brand value propositions (Koivisto & Mattila, 2020).

Influencer Marketing

Influencer marketing research has primarily focused on consumers' perspectives, with few studies addressing the viewpoints of both brand and influencer (e.g., Leban et

al., 2021). Key theories, such as social identity theory, the source credibility model, and SOR, have been used to develop research frameworks (Yu & Hu, 2020; Zhou, Blazquez, et al., 2021). Two research streams emerge: one on the types of influencers—ranging from robot influencers, fashionistas, disabled influencers, high-net-worth (HNW) influencers, localized celebrities, and other general types of influencers such as opinion leaders, and peers (Jin & Ryu, 2020; Klucarova, 2024; Leban et al., 2021; Sun et al., 2022)—and another on the characteristics of influencers. The results highlighted the contribution of robots and disabled influencers in enhancing positive feelings and the luxurious image of luxury products, leading to a willingness to pay a premium price (Klucarova, 2024). Social identity theory explains the preference for influencers who represent an in-group, as evidenced by the higher interaction local influencers receive from Chinese consumers (Yu & Hu, 2020).

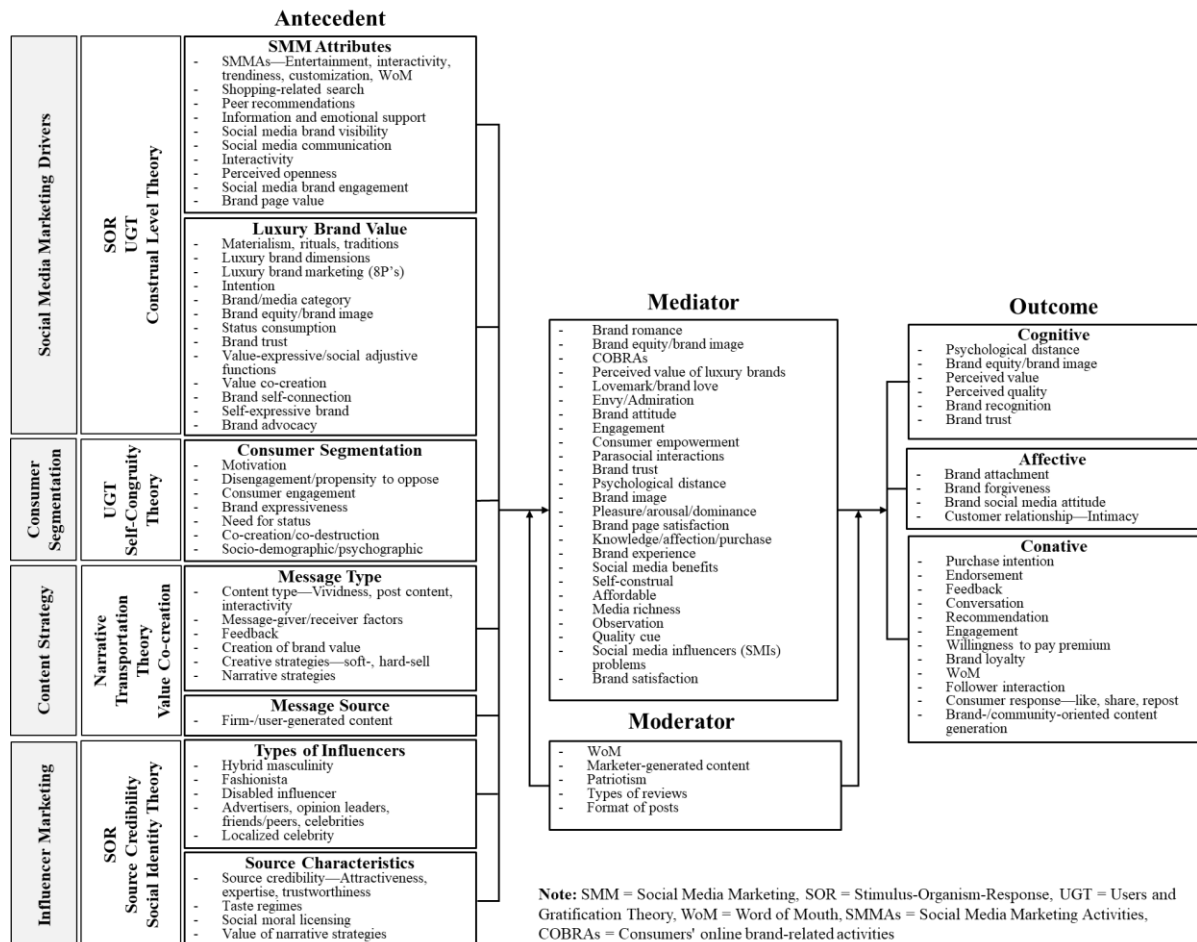
Secondly, source characteristics are grounded in the source credibility model, which emphasizes the importance of attractiveness, expertise, authenticity, social interactivity, and trustworthiness in enhancing brand image, satisfaction, and trust (Baudier et al., 2023; Wiedmann & von Mettenheim, 2020). The results highlight the importance of trustworthiness and authenticity in shaping perceptions of luxury brands (Baudier et al., 2023; Wiedmann & von Mettenheim, 2020). While attractiveness is essential for human influencers, humanness is crucial for robot influencers as it establishes trust and enhances brand image (Baudier et al., 2023). In comparison, expertise has a limited impact and is less effective when human influencers prioritize self-promotion and robot influencers focus primarily on product and brand features (Baudier et al., 2023; Wiedmann & von Mettenheim, 2020).

Using the SOR framework to explain how consumer arousal shapes perceptions and drives marketing outcomes, a qualitative study by Zhou, Blazquez, et al. (2021) shows that social media influencers employ narrative strategies—such as self-identity construction, brand love inspiration, and brand attribute evaluation—to convey brand messages. Although these strategies yield positive perceptions, negative responses arise when brand love, inspiration, and brand attribute evaluation are perceived as lacking authenticity, being manipulative, or exaggerated, resulting in diminished consumer engagement and lower purchase intentions.

Figure 4 summarizes the aforementioned antecedents, mediators, moderators, and outcomes from studies conducted from 2010 to 2024 across all research themes. This holistic research model identified constructs undertaken in this research area. Many constructs—brand equity, brand image, brand trust, and WoM—functioned as antecedents, mediators, moderators, and outcomes across different studies. Further

investigation is needed to reconfirm their roles. The model also highlights the underlying theories commonly applied across various research themes.

Figure 4 *A Holistic Research Model.*



Exploring Multiple Contextual Perspectives

In addition to the identified research themes, this study highlights contextual perspectives that can guide future research to address gaps identified in prior studies. Table 4 illustrates the distribution of research themes across contextual perspectives.

Table 4 *Distribution of Research Themes Across Contextual Perspectives*

Research Theme/Sub-Theme	Western	Asian	General	Diverse	Total
<i>Social media marketing drivers</i>	8	16	5	1	30
SMMAs	1	12	4	1	18
Luxury brand value	3	3	1	-	7
Mixed attributes	4	1	-	-	5
<i>Consumer segmentation</i>	6	-	2	2	10
<i>Content strategy</i>	5	3	-	1	9
Message type	2	2	-	1	5
Message source	3	1	-	-	4
<i>Influencer marketing</i>	5	3	-	1	9
Source characteristics	3	1	-		4
Types of influencers	2	2	-	1	5

Western perspectives

Western perspectives are explored across various research themes. Key antecedents emphasize luxury brand values and mixed attributes. This suggests that the approach remains focused on consumer perceptions of luxury brands. Social media marketing attributes received less focus. Consumer segmentation has received attention in Western studies, which highlight consumers' psychological characteristics as the primary segmentation criteria. Social status, self-evaluation, and self-expression are the primary reasons for engaging with luxury brands (Oliveira & Fernandes, 2022). Content strategy contributed evenly between the message type (e.g., content types including post vividness, post content, post interactivity) (Aydin, 2020) and message source (i.e., firm/marketer- vs. user-generated content) (Koivisto & Mattila, 2020; Mazzoli et al., 2019; Morra et al., 2018). Similarly, influencer marketing research focuses on both influencer types (e.g., fashionistas and disabled influencers) (Jin & Ryu, 2020; Klucarova, 2024) and source characteristics, which rely on source credibility characteristics (Baudier et al., 2023).

Asian perspectives

In contrast to Western perspectives, Asian perspectives primarily focus on the drivers of social media marketing for luxury brands, paying little to no attention to content strategy, influencer marketing, or consumer segmentation. SMMAs are a key antecedent, with some studies excluding WoM (Cheung et al., 2021), substituting WoM with perceived risk (Peng et al., 2024), or investigating it as a single construct (e.g.,

social media interaction) (Zhang et al., 2021). A more complex research model is evident for understanding consumer responses to luxury brands, with quantitative studies incorporating mediators into their research frameworks. These mediators include brand equity, brand romance, consumer brand engagement, and consumers' online brand-related activities (COBRAs) (Ahmed et al., 2023; Beig & Khan, 2022; Cheung et al., 2021; Kumar et al., 2022). The luxury brand value has received less attention, with limited studies examining constructs such as materialism, rituals, traditions, and other dimensions (Cruz-Ros et al., 2024; Dhaoui, 2014). Few studies have highlighted the narrative content strategies (Ng, 2014; Zhou, Barnes, et al., 2021) and types of influencers, such as opinion leaders, peers, celebrities, and local influencers (Sun et al., 2022; Yu & Hu, 2020). The themes of content strategy and influencer marketing are dispersed and lack clear, consistent patterns. The investigation of consumer segmentation was largely overlooked from an Asian perspective.

General and diverse perspectives

The general research perspectives employed social media posts or a professional survey panel to collect data without focusing on participants from a particular geographic area. From a broad standpoint, social media marketing drivers and consumer segmentation are the only two main research themes. Social media marketing attributes are crucial, with antecedents including SMMAs, social media brand visibility, and social media brand engagement (Liu et al., 2021; Reyneke et al., 2011; Zha et al., 2023). The consumer segmentation theme emphasizes psychological aspects, exploring the needs and motivations behind engaging with luxury brands' social media marketing (Athwal et al., 2019). An examination of anti-luxury customers was conducted to classify them into typologies (Le et al., 2024). Research from a diverse perspective is limited and scattered across all research themes. Comparison studies between Western and Asian participants showed mixed results. Huang and Zhou (2025) found that participants from China and the UK shared similar motives, with the latter placing greater emphasis on affectional motives. The results presented in this paper are based on a qualitative analysis of the study portfolio. This content analysis identified factors that users perceived as contributing to their acceptance of smart home technologies.

DISCUSSION AND FUTURE RESEARCH DIRECTION

Research Context Direction

This study offers a comprehensive overview through a systematic literature review. The review of 58 selected peer-reviewed articles from 2010 to 2024 encompasses a diverse range of research themes, contextual perspectives, methodologies, and

underlying theories, highlighting research gaps and providing relevant recommendations. The articles were grouped into four themes: social media marketing drivers, consumer segmentation, content strategy, and influencer marketing, and supplemented with a holistic research framework. The research themes are consistent with the directions recommended by Creevey et al. (2022), which emphasize the use of social media marketing strategies. The analysis examines research themes across various contextual perspectives and provides recommendations.

Results show that Asia-Pacific, Europe, and North America have the highest publication volumes, with a few countries, such as China, India, the USA, and Germany, being particularly notable. Most research has focused on luxury fashion brands; however, other luxury product categories, such as luxury cars, beauty and health, and experiential luxury, are also emerging in the market, indicating the need for future research.

Direction of Research Themes and Perspectives

The social media marketing drivers' theme has received significant consideration, while others remain underexplored, indicating a need for further development. Research on the social media marketing drivers focuses on activities and their impact on consumer responses, with less emphasis on other variables such as the characteristics and values of luxury brands (Cruz-Ros et al., 2024; Duong & Sung, 2021; Joo & Kim, 2020; Nyadzayo et al., 2020). SMMAs, as a key antecedent, should be revisited due to the inconsistency of their dimensions, with entertainment, interaction, and trendiness being highlighted.

The Western perspective shows a balanced distribution of research themes, reflecting the maturity of the luxury market (Kapferer & Valette-Florence, 2018). Future studies should shift from single-country investigations to comparative studies that juxtapose Western and Asian viewpoints, revealing the limited scope of research from diverse perspectives. The recommendation highlights comparisons between countries with individualist and collectivist cultures (Atwal et al., 2019). The Asian perspective is overly focused on the drivers of social media marketing, resulting in fewer publications on other research themes, particularly consumer segmentation. Future studies should consider antecedents that have been explored in the West, such as motivation, need for status, self-presentation, or environmentalism (Atwal et al., 2019; Pangarkar et al., 2023; Soylemez, 2021; Wiedenroth & Otter, 2022), to gain a deeper understanding of consumers' underlying reasons for engaging with luxury brands. Other socio-demographic variables, such as e-lifestyle or intensive social media use, should be considered as behavioral aspects of consumer segmentation. Many studies

focus on the positive effects of social media marketing but often overlook its adverse effects, such as social media fatigue, information overload, and misinformation (Hossain et al., 2023; Hutter et al., 2013; Teng et al., 2022); thus, future investigations are encouraged.

Guideline for Theoretical Framework

The overarching theories underpinning the research framework vary across themes. Influencer marketing emphasizes specific theories—SOR, the source credibility model, and social identity theory. Research on social media marketing drivers is extensive but lacks consensus on their theoretical foundations. Few studies have examined the use of theories such as SOR, UGT, and construal-level theory. To enhance the robustness of the research framework, additional theories should be integrated to better explain the relationships among the constructs. These could include signaling theory or other commonly used theories in luxury brand research, such as conspicuous/inconspicuous consumption, self-concept theory, and consumer culture theory (Ko et al., 2019; Pangarkar et al., 2023). Moreover, a mix of different luxury brand positionings (low vs. high accessibility or less vs. more affordable) was included in the same study (Joo & Kim, 2020; Wang et al., 2020), potentially introducing bias in consumer perception results when using social media marketing.

CONCLUSION

As digital media overtake traditional media in marketing practice, social media marketing will continue, with a new focus on distinct research themes. This study provides a preliminary direction in light of the existing research gaps. Scholars should be able to broaden their conceptualization of research while acknowledging its limitations. First, the screening process is limited to articles published in reputable journals, which may exclude ongoing conference papers and other non-peer-reviewed publications. Second, the focus on social media marketing and luxury brands from 2010 to 2024, along with specific inclusion criteria such as journal rankings, impact factors, and English-language articles, may have limited the data available for collection. This potentially overlooks broader and more diverse perspectives. Future research could benefit from a longer time frame and the inclusion of non-English articles to enhance data collection and analysis.

Building on this foundation, this study identifies four main themes in existing research on social media marketing for luxury brands: social media marketing drivers (i.e., social media marketing attributes, luxury brand value, and mixed attributes), consumer segmentation, content strategy, and influencer marketing. Among these, the

social media marketing drivers theme has received the main focus in prior research. The holistic research model proposed in this study provides a conceptual overview to guide future researchers in exploring relevant antecedents, mediators, moderators, and outcomes. Finally, a comparison of contextual perspectives reveals that, apart from Western contexts, studies in Asian and general contexts tend to focus primarily on social media marketing drivers, with limited attention to the other themes. Studies in diverse contexts are lacking across all identified themes, highlighting a gap in the literature.

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Appendix 1 *Summary of Investigations on Social Media Marketing for Luxury Brands*

Authors	Perspective	Study Design	Method	Participants	Main theme	Sub-theme
Ahmed <i>et al.</i> (2023)	Asian	Quantitative	Survey	Active social media users	SMM drivers	SMM attributes
Athwal <i>et al.</i> (2019)	General	Qualitative	Interview; Netnography	Millennials	Consumer segmentation	
Atwal <i>et al.</i> (2019)	Western	Qualitative	Ethnographic	French and non-expatriated	Consumer segmentation	
Aydin (2020)	Western	Quantitative	Netnography	Facebook posts	Content strategy	Message type
Baudier <i>et al.</i> (2023)	Western	Qualitative	Interview	Brand representatives	Influencer marketing	Source characteristics
Beig and Khan (2022)	Asian	Quantitative	Survey	Luxury consumers	SMM drivers	SMM attributes
Cheung <i>et al.</i> (2021)	Asian	Quantitative	Survey	WeChat users with luxury cosmetics experience	SMM drivers	SMM attributes
Cruz-Ros <i>et al.</i> (2024)	Asian	Mixed methods	Survey	Social media of luxury brand users	SMM drivers	Luxury brand value
Dhaoui (2014)	Asian	Quantitative	Netnography	Luxury brands Facebook pages	SMM drivers	Luxury brand value
Dobre <i>et al.</i> (2021)	Western	Quantitative	Survey	Generations Y and Z	SMM drivers	Mixed attributes
Duong and Sung (2021)	General	Quantitative	Netnography	Social media users	SMM drivers	Luxury brand value
Fetais <i>et al.</i> (2023)	Asian	Quantitative	Survey	Female consumers	SMM drivers	SMM attributes

Authors	Perspective	Study Design	Method	Participants	Main theme	Sub-theme
Godey <i>et al.</i> (2016)	Diverse	Quantitative	Survey	Consumers from China and India	SMM drivers	SMM attributes
J. Huang and Zhou (2024)	Diverse	Quantitative	Survey	Chinese and British consumers	Consumer segmentation	
R. Huang <i>et al.</i> (2018)	Western	Quantitative	Survey	Social media users in the US	Content strategy	Message type
Husain <i>et al.</i> (2022)	Asian	Quantitative	Survey	Consumers and social media followers	SMM drivers	Mixed attributes
Jiang <i>et al.</i> (2020)	Diverse	Quantitative	Netnography	Social media posts	Influencer marketing	Types of influencers
S. A. A. Jin (2012)	Western	Quantitative	Survey	LV's Facebook page users.	SMM drivers	Mixed attributes
S. V. Jin and Ryu (2020)	Western	Quantitative	Experimental design	Crowd workers from different races.	Influencer marketing	Types of influencers
Joo and Kim (2020)	Western	Quantitative	Survey	US female social media users.	SMM drivers	Luxury brand value
Kim and Ko (2012)	Asian	Quantitative	Survey	Luxury consumers	SMM drivers	SMM attributes
Kim and Ko (2010)	Asian	Quantitative	Survey	Luxury consumers	SMM drivers	SMM attributes
Klucarova (2024)	Western	Quantitative	Experimental design	Consumers from UK and US	Influencer marketing	Types of influencers
Koivisto and Mattila (2020)	Western	Qualitative	Netnography	The exhibition visitors	Content strategy	Message source
Kumar <i>et al.</i> (2022)	Asian	Quantitative	Survey	Online community followers	SMM drivers	SMM attributes
Le <i>et al.</i> (2024)	Generic	Qualitative	Netnography	Consumer social media posts	Consumer segmentation	
Leban <i>et al.</i> (2021)	Western	Qualitative	Interview; Netnography	European HNW social media influencers	Influencer marketing	Source characteristics
S. Liu <i>et al.</i> (2019)	Asian	Qualitative	Interview; Netnography	Senior managers and WeChat brand accounts	SMM drivers	SMM attributes
X. Liu <i>et al.</i> (2021)	General	Quantitative	Netnography	Tweets of luxury brands	SMM drivers	SMM attributes
Mazzoli <i>et al.</i> (2019)	Western	Qualitative	Netnography	Brand and blogger tweets	Content strategy	Message source

Authors	Perspective	Study Design	Method	Participants	Main theme	Sub-theme
Mazzucchelli <i>et al.</i> (2018)	General	Quantitative	Survey	Millennial consumers of the Victoria's Secret brand.	SMM drivers	SMM attributes
Morra <i>et al.</i> (2018)	Western	Quantitative	Survey	Millennials	Content strategy	Message source
Ng (2014)	Asian	Qualitative	Netnography	Weibo fan posts of Coach	Content strategy	Message type
Nyadzayo <i>et al.</i> (2020)	Western	Quantitative	Survey	Brand owners	SMM drivers	Luxury brand value
Oliveira and Fernandes (2022)	Western	Quantitative	Survey	Luxury brand followers	Consumer segmentation	
Pangarkar <i>et al.</i> (2023)	Western	Quantitative	Survey	Mexican consumers	Consumer segmentation	
Park <i>et al.</i> (2020)	Western	Quantitative	Experimental design	US consumers	SMM drivers	Luxury brand value
Parrott <i>et al.</i> (2015)	Western	Qualitative	Netnography	Blog posts	SMM drivers	Luxury brand value
Peng <i>et al.</i> (2024)	Asian	Quantitative	Survey	Weibo luxury brand users	SMM drivers	SMM attributes
Phan <i>et al.</i> (2011)	Asian	Case study		Luxury brands	SMM drivers	SMM attributes
Quach and Thaichon (2017)	Diverse	Qualitative	Interview	Luxury customers in Thailand	Consumer segmentation	
Reyneke <i>et al.</i> (2011)	General	Quantitative	Secondary data	Brands social media platforms	SMM drivers	SMM attributes
Shah and Ali (2024)	Asian	Quantitative	Survey	Muslim millennial social media followers	SMM drivers	SMM attributes
Sinh My <i>et al.</i> (2024)	Asian	Quantitative	Survey	High-income homeowners	Content strategy	Message source
Song and Kim (2022)	Western	Quantitative	Survey	USA luxury brand social media followers	SMM drivers	Mixed attributes
Soylemez (2021)	Western	Quantitative	Experimental design	Online brand community members	Consumer segmentation	
Sun <i>et al.</i> (2022)	Asian	Quantitative	Survey	Gen Z Chinese luxury consumers	Influencer marketing	Types of influencers
R. Wang <i>et al.</i> (2020)	Diverse	Quantitative	Netnography	Twitter and Weibo posts	Content strategy	Message type
Wiedenroth and Otter (2022)	Western	Quantitative	Survey	German fruit consumers	Consumer segmentation	

Authors	Perspective	Study Design	Method	Participants	Main theme	Sub-theme
Wiedenroth and Otter (2021)	Western	Quantitative	Survey	German fruit consumers	Consumer segmentation	
Wiedmann and von Mettenheim (2020)	Western	Quantitative	Experimental design	German students	Influencer marketing	Source characteristics
Yu and Hu (2020)	Asian	Quantitative	Experimental design	Chinese consumers	Influencer marketing	Types of influencers
Zha <i>et al.</i> (2023)	General	Quantitative	Survey	Luxury brand consumers	SMM drivers	SMM attributes
H. Zhang and Wang (2024)	Asian	Quantitative	Experimental design	Chinese participants	SMM drivers	Luxury brand value
L. Zhang <i>et al.</i> (2021)	Asian	Quantitative	Survey	Chinese consumers	SMM drivers	SMM attributes
Zhou, Barnes, <i>et al.</i> (2021)	Asian	Qualitative	Netnography	Blogger posts	Content strategy	Message type
Zhou, Blazquez, <i>et al.</i> (2021)	Asian	Qualitative	Focus group	WeChat or Weibo users	Influencer marketing	Source characteristics
Zollo <i>et al.</i> (2020)	Western	Quantitative	Survey	Millennials' brand social media followers.	SMM drivers	SMM attributes